

**TRB Intelligent Transportation Systems
Committee**

ACP15

Communication Plan

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1 Introduction

1.1 Scope

Effective communication is a critical component of any successful organization or initiative. A well-designed Communication Plan can help you reach your target audiences, convey your key messages, and achieve your goals and objectives. In this plan, we will outline the strategies and tactics that we will use to communicate with our key audiences, and describe the methods we will use to measure the success of our communication efforts.

This Communication Plan will provide a comprehensive overview of our goals and objectives, target audiences, key messages, strategies and tactics, and measurement methods. It will serve as a roadmap for our communication efforts, and provide a clear and concise description of how we will reach our target audiences and communicate our key messages. By following the guidelines outlined in this plan, we will ensure that our communication is effective and well-received, and that we are able to achieve our goals and objectives.

1.2 Background

The Intelligent Transportation Systems (ITS) Committee is concerned with ITS systems-level issues. Such issues include conceptual system planning and design, integration of technologies and approaches from various sub-disciplines within ITS, applications to all modes of ground transportation and to facilitate intermodal integration, and evaluation of the overall impacts of ITS on the developers, users, and operators of all parts of the ground transportation system. Activities focus on the broad planning, policy, economic, social, technological, and institutional aspects of the development and implementation of ITS. The Committee also facilitates coordination of ITS-related issues with other standing committees of TRB.

Intelligent Transportation Systems (ITS) improves transportation safety and mobility and enhances productivity through the integration of advanced communications technologies into the transportation infrastructure and in vehicles. ITS encompass a broad range of wireless and wire line communications-based information and electronics technologies.

The Communications Plan was developed based on best practices from the TRB Committee of Communication Coordinators¹. The ITS Committee is currently in the process of revising its Triennial Plan. A link to the Triennial Plan will be added and the Communications Plan will be revised to reflect the Triennial Plan once it is complete.

2 Goal and Objectives

The goals and objectives of a Communication Plan serve as the roadmap for its success. In this section, we will outline the specific goals and objectives that we aim to achieve through our communication efforts. These goals and objectives will help us measure the success of our plan and ensure that our communication is aligned with our overall objectives. They will also inform the development of our communication strategy, and guide the selection of specific tactics and

¹ <https://sites.google.com/view/trbcc/home>

tools that we will use to reach our target audiences. This section will provide a clear and concise overview of our goals and objectives, and set the stage for the implementation of our Communication Plan.

The goals and objectives below help fulfill the committee's vision of being at the forefront of Intelligent Transportation Systems, driving new ideas and solutions around conceptual system planning and design, integration of technologies and approaches from various sub-disciplines within ITS, applications to all modes of ground transportation and to facilitate intermodal integration, and evaluation of the overall impacts of ITS on the developers, users, and operators of all parts of the ground transportation system.

2.1 Goals

1. **Increase Awareness:** The goal is to raise awareness about the committee, its work, and its findings among key audiences such as committee members, researchers, and industry stakeholders. This can be achieved through various communication channels such as press releases, social media, and industry events.
2. **Enhance Engagement:** The goal is to increase engagement and involvement among committee members and friends of the committee. This can be achieved through regular updates, opportunities for feedback and input, and events or activities that foster a sense of community.
3. **Disseminate Information:** The goal is to disseminate information about the committee's findings and work to a wide audience. This can be achieved through various channels such as academic journals, conference presentations, and public talks.

2.1.1 Objectives: Increase Awareness

1. **Increase website traffic:** Drive more traffic to the committee's website, making it easier for key audiences to access information about the committee and its work.
2. **Expand social media presence:** Increase the committee's visibility and reach on social media platforms such as Twitter, LinkedIn, and Facebook.

2.1.2 Objectives: Enhance Engagement

1. **Increase email subscribers:** Increase the number of individuals who subscribe to the committee's email updates, providing them with regular and relevant information about the committee's work.
2. **Host virtual events:** Host virtual events, such as webinars or online workshops, to engage with committee members and friends of the committee and provide opportunities for interaction and feedback.
3. **Launch a survey:** Launch a survey to gather feedback and input from committee members and friends of the committee, and to use that information to inform future activities and initiatives.

2.1.3 Objectives: Disseminate Information

1. **Publish research findings:** Publish the committee's research findings in academic journals, conference proceedings, and other relevant outlets, to disseminate the information to a wider audience.

2. **Launch a newsletter:** Launch a newsletter that provides regular updates on the committee's work, and highlights the latest findings and developments in the field.

3 Key Audiences

The success of a Communication Plan is dependent on its ability to reach and engage its target audience. In this section, we will define and describe the key audiences that we aim to reach through our communication efforts. Understanding these audiences and their specific needs and preferences is critical to the success of our plan, as it will help us tailor our messages and ensure that our communication is effective and well-received. This section will provide a comprehensive overview of our key audiences and inform the development of our communication strategy.

1. **Committee Members and Friends of the Committee:** This group of individuals is the primary focus of our Communication Plan. They are directly involved with the committee and its activities, and are therefore interested in staying informed about the latest developments and decisions. Communication with this group should be frequent, clear, and concise, with a focus on keeping them engaged and informed.
2. **Researchers:** This group of individuals is interested in the committee's topic and may be engaged in similar research. They are likely to be knowledgeable about the subject matter and may have insights to contribute. Communication with this group should be informative and educational, highlighting the committee's findings and contributions to the field.
3. **Industry Stakeholders:** This group of individuals may have a professional interest in the committee's topic, but may not be directly involved in the research. They may be interested in the potential applications and implications of the committee's work for their industry. Communication with this group should be tailored to their specific areas of interest and highlight the practical value of the committee's findings.

4 Key Messages

The key messages of a Communication Plan are the core messages that we want to convey to our target audiences. These messages should be consistent, clear, and concise, and should align with our overall goals and objectives. In this section, we will outline the key messages that we aim to communicate through our communication efforts.

The key messages of our Communication Plan are:

1. The committee is dedicated to advancing knowledge in Intelligent Transportation Systems.
2. The committee's research findings have significant implications for the study, design, implementation, and operations of Intelligent Transportation Systems.
3. The committee is committed to collaborating with researchers, agency and industry stakeholders, and committee members and friends to drive innovation and impact in Intelligent Transportation Systems
4. The committee provides a unique platform for researchers, agency and industry stakeholders, and committee members to stay informed and engaged with the latest developments in Intelligent Transportation Systems.
5. The committee is at the forefront of Intelligent Transportation Systems, driving new ideas and solutions around conceptual system planning and design, integration of

technologies and approaches from various sub-disciplines within ITS, applications to all modes of ground transportation and to facilitate intermodal integration, and evaluation of the overall impacts of ITS on the developers, users, and operators of all parts of the ground transportation system.

5 Strategies and Tactics

The strategies and tactics of a Communication Plan outline the specific steps that will be taken to achieve the goals and objectives outlined in the previous sections. In this section, we will describe the strategies and tactics that will be used to reach our key audiences and communicate our key messages.

The strategies and tactics of our Communication Plan are:

1. **Current News and Related Posts:** The creation and publishing of regular posts on the organization's website, to educate target audiences and convey key messages.
2. **Virtual Events:** The organization of virtual events, such as webinars and online workshops, to engage with target audiences and provide opportunities for interaction and feedback.
3. **Social Media Updates:** Regular updates on social media platforms, such as Twitter and LinkedIn, to engage with target audiences and share relevant information and news.
4. **Surveys:** The launch of surveys to gather feedback and input from target audiences, and to inform future initiatives, research needs, and activities.
5. **Newsletters:** The creation and distribution of regular newsletters, to provide updates on the organization's work and share relevant information with target audiences.

6 Measurement

Measurement is an important aspect of any Communication Plan, as it allows you to assess the effectiveness of your efforts and make data-driven decisions about future initiatives. In this section, we will outline how and when we will measure the success of our communication efforts.

The following metrics will be used to measure the success of our communication tactics:

1. **Website Traffic:** Website visitors indicates the number of times someone visited the TRB ITS Committee website. This can be measured in Google Analytics or related platforms.
2. **Social Media Engagement:** The number of likes, comments, and shares generated by the committee's social media posts, as measured by the relevant social media platform.
3. **Friends of the Committee:** Friends of the Committee are TRB members who have signed up to receive information from the committee. This metric is essentially the same as "newsletter subscribes". This metric can be measured in the MyTRB website.
4. **Survey Responses:** The number of individuals who respond to surveys that are launched to gather feedback and input from key audiences.
5. **Virtual Event Attendance:** The number of attendees on webinars, online workshops, and other virtual events.